

Technology Case Study

“Ideabird – Make Ideas Fly”

A consortium of Deutsche Telekom,
Deloitte, HYVE AG and
RWTH-TIM Research Group



- 618 Ideas
- 861 Members
- 4,023 Evaluations
- 1,253 Messages

Nowadays computers and machines are omnipresent devices supporting and facilitating the lives of many. Putting these machines to work requires technical expertise. But making them do useful and intelligent things requires bright minds developing clever applications for machine-to-machine (M2M) communication.

Based on the aspiration to advance innovation and trends in the field of M2M, Deutsche Telekom, Deloitte, HYVE AG and RWTH-TIM Research Group founded a consortium launching the contest ideabird. The aim of the contest was the generation of ideas and the identification of future trends for M2M.

The Challenge – Creating Smart M2M Applications

The technology industry is an extremely fast-paced industry continuously generating ameliorated and new technologies. However, it has become a new challenge to find purposeful applications for these technologies which substantially improve people's lives. Hence, not only are smart technological ideas needed, but ideas for potential applications of these technologies are just as important as the technology itself.

All members of the consortium are leaders in their field of expertise covering relevant key areas necessary to ensure that the ideation process leads to the desired results, namely high quality innovations. Contributing to this conjoint project as renowned consulting and advisory company, Deloitte shared their knowledge and network providing world-class and high quality insights. Deutsche Telekom added complementary expertise based on its experience as the world's leading integrated telecommunication provider. Furthermore, state-of-the-art knowledge and newest research results are provided by the RWTH-TIM Research Group. Finally, using HYVE's holistic approach based on its diverse competences including netnographic research to gain consumer insight, innovation contests to generate innovative ideas, and product design to visualize the ideas ensured the success of the project.

“I firmly believe that smart consumers are the most important but also the most underestimated innovation drivers.

Thus, customer-oriented companies are well advised to listen very carefully to their clients.”

DR. LOTHAR MÜLLER, VICE PRESIDENT SALES DEVELOPMENT, TELEKOM DEUTSCHLAND GMBH

<https://www.ideabird.com>



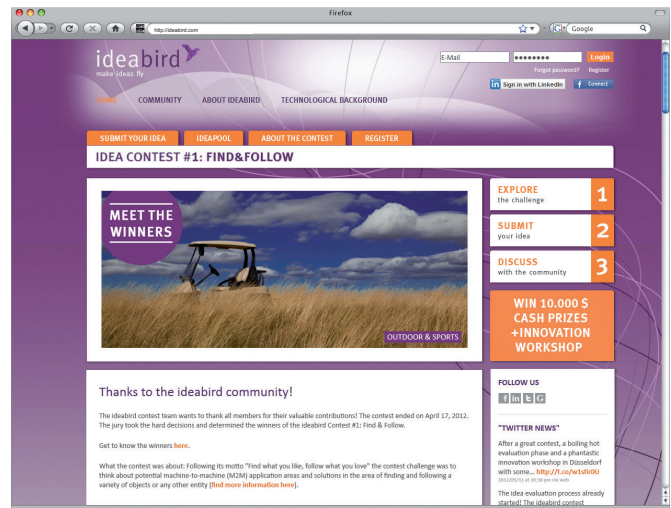
3rd winner: pizzatracking with M2M



1st winner: emergency triangle with M2M

The Solution – Customer Driven Innovation

Referring to the contest topic “Find what you like, follow what you love”, the community was challenged to develop innovative ideas using M2M to track and follow objects or entities. Using an interactive contest community platform, participants were able to not only submit their ideas online but discuss and evaluate each other's ideas as well. The interactive exchange between participants and the integration of experts from the consortium partners as well as additional companies and organizations proved to be extremely valuable. Participants strongly appreciated the critiques and comments of experts and fellow participants taking it as a motivation to spend additional time on improving their ideas. However, not only participants strongly valued this interaction but the consortium partners as well. Through this direct interaction with the user they could increase the users' understanding of industry-specific challenges which led to an increased quality of submitted ideas.



The Success – Trendsetting Ideas

When the contest finished, more than 600 ideas had been submitted by participants from approximately 90 countries from all over the world. On average, ideas had been evaluated by more than six people in addition to written comments and messages. Browsing through the submitted ideas showed that participants had been truly creative in coming up with never-before-seen ideas which are still useful and purposeful. Through qualitative analysis of the top ideas and comments, this data has been accumulated to offer insights into general needs and problems of the users. This insight has been further enriched through netnographic research. Thereby online communities have been analyzed to identify consumer wishes, needs and current problems that are relevant to these ideas and need to be addressed to make sure that products are not developed in disregard of consumers' actual needs. This also includes an analysis of how potential weaknesses of the top ten ideas can be overcome by identifying similar concepts.

Given the quality and number of submitted ideas, the jury had a hard time choosing the winner and finally awarded two third places and an additional design prize.

The winning idea consisted of an emergency triangle equipped with a chip which can be activated in case of an accident or breakdown. Other drivers within a radius of one kilometer would receive a message on their GSM or GPS device warning them.

Especially in cases of low visibility such as fog or heavy rain, this innovation contributes to increase the safety on roads.

Another winning idea contains of a more playful application of the M2M technology, namely a modern version of hide-and-seek. Using two bracelets which can each send and receive signals, the traditional game of hide and seek is upgraded to today's standards. To make it even more fun a delayed signal transmission is possible as well. Furthermore, this application might also be used by parents in order to track their children when playing outside.



Discussion during the lead user workshop



Group picture of the lead user workshop

For the award ceremony winners were flown in from various countries to attend the event in Düsseldorf/Germany. In addition to the award ceremony, there has also been a two-day workshop where winners, together with the experts and the jury, discussed and developed submitted ideas. Markus Rieger, CTO at the HYVE Innovation Community and member of the jury, applauded the great exchange of knowledge during this event while getting to know different perspectives and opinions on the topic. Some of the ideas might really enter the market soon.

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